

**REMARKS**

Claims 1-6 are all the claims pending in the application. Claims 2-6 are amended herein to clarify the claimed invention. Support for the amendment can be found in the specification, for example, on page 3, lines 13-20. Hence no issues of new matter are presented.

**I. Response to Claim Rejections Under 35 U.S.C. § 103**

Claims 1-6 are rejected under 35 U.S.C. 103(a) as being unpatentable over Tokito et al (US 6259423) in view of Sekiguchi (US 6529255).

According to the Examiner, Tokito et al disclose (Fig 2) an organic electroluminescent display with a transparent substrate disposed on the inner surface of the transparent substrate, and organic EL layer on the transparent electrode, a back electrode on the EL layer and a mirror disposed on the transparent substrate.

The Examiner states that Tokito et al fail to clearly point out that the mirror is a half mirror disposed on the outer surface of the substrate. To remedy this deficiency, the Examiner relies on Sekiguchi (Fig 21) for the teaching of a mirror (80), which is a half mirror of thin metal disposed on the outer surface of the substrate, in order to enhance light transmission and achieve a bright display.

It is the Examiner's position that it would have been obvious to one of ordinary skill in the art at the time the invention was made to use the device of Tokito et al with the half mirror of thin metal disposed on the outer surface of the substrate in order to enhance light transmission and achieve a bright display, as taught by Sekiguchi.

Further, the Examiner considers claim 2 to be a product by process claims wherein the process limitations are not given patentable weight. The Examiner also points to various disclosures in Tokito et al and Sekiguchi which are considered to be relevant to claims 3-6.

Applicants respectfully traverse the rejection and submit that Tokito et al and Sekiguchi, taken alone or in combination, do not teach or suggest the presently claimed invention.

The purpose of the presently claimed invention is to restrict the amount and the direction of reflection of external light and to display a high visibility image that produces a sense of depth, i.e., characters or images that can be seen stereoscopically. In order to achieve the electroluminescent display of the present invention, a transparent electrode, an organic EL layer and a back electrode are sequentially stacked on a transparent substrate, wherein a half mirror is disposed on the outer surface of the transparent substrate. Thus, the object is achieved based upon structure of the claimed EL display, which provides the desired sense of depth in view of the position of the half mirror that is disposed having a certain amount of distance from the organic EL layer. In an organic EL display, since displayed characters and pictures in themselves can emit light, an organic EL display can obtain images with a sense of depth that can not be displayed by liquid crystal and the like, and can not emit light in themselves.

Tokito et al disclose an EL display device wherein a dielectric mirror is formed between an organic EL layer and a glass substrate, but that is not formed on a surface of the glass.

Sekiguchi discloses an EL display device wherein two reflecting films are formed on a surface of a glass substrate at the display side and the glass substrate at the side of the light source, and an optical change of liquid crystal occurs.

Both examples are different from the present invention wherein a half mirror is disposed with a certain amount of distance from the organic EL layer on the surface of the glass substrate. Neither reference discloses a feature wherein a sense of depth is obtained as in the present invention. Thus, one of ordinary skill in the art would not have been motivated to combine Tokito et al and Sekiguchi with a reasonable expectation of achieving the presently claimed invention. Claims 2-6 depend from claim 1 and are distinguished for at least the same reason.

Accordingly, Applicants respectfully request withdrawal of the rejection.

## **II. Conclusion**

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

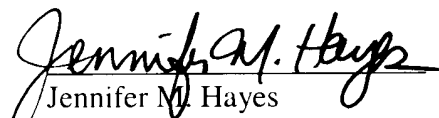
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